REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET HARRIS REPORT FROM REP

CHANGES **

NOV2/12 12.55
*** WFLA-TV ***

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DAYS	: WEEK :	END :SPTS:DATE : /WK:	円 ・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・・	: STAR : DATE	RATE	SEC:	: LGTH :	TIME PERIOD	REF : CD:	· · · · · · · · · · · · · · · · · · ·
								CROSSROADS	AMERICAN	
					門 * * * * * *	SCHEDULE	IN ADVANCE	S IS A CASH	**** THI	CON CM
					,85,102,104	თ, ნ 8 , 8 3	19,36,38,6	ON LINES 17, ONFIRM	11/2 REV REV PRGM TTL SAME PLEASE CO THANKS! F	प्र ए :
DATE NOV2/	DA	**************************************			OP BILLING N	00-		STATE TAX	TAX	CITY
	BANKA ALALIZA — (IPROTERVI	Committee Annual Commit				- 1	NOV5/12 WK-	30/12	T DATES OCT	FLIGHT
			INVOICE)	ORDER, INV	: (LINE, ORD	COMMENTS	EST#1274 C	CROSSROADS	AMERICAN	PRDCT
REGIONAL	LOCAL	SS: NATL.	CLASS:		8	# 639459	CONTRACT #	V & a min & Archivin	**************************************	ORDER
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MCGARR (H)	MEGHAN	ES PRSN WA-	SALES	55	ZA, SUITE 55	ER PLA	CANAL CENT	(f)		
SANTUOSO	MICHELLE SANT	NAME	BUYER			MEDIA LI	ROSSROADS N	AGY. NAME OR	FILLIAN AND THEODOTEON AND THE STATE OF THE	AGY #
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REP[®]HEADLINE# 6394592 TRF# E:063945 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET
HARRIS REPORT FROM REP
CHANGES *** WFLA-TV ***

15225.00	TOTAL 2	CONTRACT TOTAL					NOV/12 215225.00
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							PROGRAM : NEWS
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							PROGRAM : NEWS
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							PROGRAM : NEWS
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<i>,</i>	NON	₩	11/5	11/5	\$2,200.00	30	38 NZ 730P-800P
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Ţ	MON	Ľ	11/5	11/5	\$2,200.00	30	36 NZ 700F-730F
:TOTL:	WEEK: DAYS	: SPTS: WE	: END : DATE	: START	RATE	: LGTH : SEC :	:LINE#:REP :CD: TIME PERIOD :

REP HEADLINE# 6394592 TRF# E:063945

REP: TEL# 703-516-9399 CREDIT ADVISORY: AGENO ORDER WORKSHEET

AGENCY CREDIT RISK !!!
HARRIS REPORT FROM REP FAX# 703-516-9680

CHANGES NOV2/12 12.55
*** WFLA-TV ***

: LINE#:REP :CD: TIME PERIOD .. ., LGTH S E S RATE START DATE ., ., END : /WK: :SPTS: LANI DAYS :TOTL:

MARKET TOTALS \$978,295 WFLA 22% XOMW SHEW (1 O O % % WTSP 32% WXPX 0%

WTVT 16%

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SHARES ACCURATE

SVC- NSI DEMOS- RA35+*

P-CLASS, PLAN, SECT MOD CODE AHADD BARL ADB-8 Q-PAID PGM C-CANCELLED R-RATE STSPOTS FER WEEK DE-DELETE E-EFF T-TIME DATES X-LATE L-LENGTH Y-DAYS M-MAKEGOOD N-PROGRAM NAME Z-COMMENTS *-MULTIPLE

REP*HEADLINE# 6394592 TRF# E:063945 \$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399

CREDIT ADVISORY: AGENCY CREDIT RISK !!!

ORDER WORKSHEET

+*CHANGES** *:

NOV2/12 12.50 *** WFLA-TV ***

	CITY TAX STA	FLIGHT DATES OCT30/12	PRDCT AMERICAN CROSSROADS	ORDER #			AGY # AGY. N	ADV # ADV. N	
	STATE TAX CO-OP BILLING NEI	NOV5/12 WK-1	EST#1274 C	CONTRACT # 6394592	ALEXANDRIA, VA 22314	66 CANAL CENTER PLAZA, SUITE 555	NAME CROSSROADS MEDIA LLC	NAME ISS/AMER. CROSSROADS	
***************************************	NEEDED	T TO TOTAL TANKS	(, INVOICE)	CLASS: NATL.		SALES PRSN W	BUYER NAME M	ガロヤ・#	
	ם			LOCAL		WA- MEGHAN	MICHELLE SANTUOSO	OFF.#	
**************************************	DATE NOV2/12 12.50	The state of the s		REGIONAL		MEGHAN MCGARR (H)	Truoso	SALESMAN #	

CANCELED LINES 42,43,46,49
ADDED LINES 106-111 (\$6,500 WAS MOVED FROM HL #6387728)
REV TTL \$215,225 @111X

THANKS! KIM FOR MEGHAN

CON CM ***** THIS IS A CASH IN ADVANCE SCHEDULE ****

AMERICAN CROSSROADS

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	\$7,000.00		\$1,500.00	AGENCY EST#	RATE
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)AY)AY	PROGRAM : SAT TODAY
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0	SUN	In.	0	11/4	11/4	\$4,500.00	OP 30	49 S 800P-1100P
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0	SUN	**	0	11/4	11/4	\$6,500.00	100A 30	46 S 1000A-11
S :TOTL:	DAYS	NUCH :	:SPTS:	: END	: START	: SEC : RATE	PERIOD : LGTH	: LINE#: REP : CD: TIME P

TOTAL SPOTS

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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP |

NOV2/12 12.50 *** WFLA-TV ***

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MARKET TOTALS \$978,295 WFLA 22% XOMW SEES ○ N # O # WTSP 32% RSWW 96 W H W H WHOG CABL 0 20 WTTA 18 WMOR 18

SHARES ACCURATE

SVC- NSI DEMOS- RA35+*

F-CLASS, FLAN, SECT MOD CODE A-ADD B-BUY TYPE MDa GIWa-Ö C-CANCELLED R-RATE S-SPOTS PER WEEK DE-DELETE [7] [7] [7] T-TIME DATES X-LATE Y-DAYS L-LENGTH M-MAKEGOOD Z-COMMENTS N-PROGRAM NAME *-MULTIPLE

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 2







WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:	-	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	: No			Business Category: Transactional	Transactional

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(L) Household	American Crossroads
Order:	Booking Group:
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Tampa-St. Petersburg, FL	

			10		9		00		7		O		ζħ		4		2			Ref
			M-F 5a News		M-F 4p Dr Oz	; ;	M-F 3p Doctors	: :	M-F 2p Rachael Ray	111	M-F 12p Today Show III	ा. :	M-F 1135p ET / 1035p CT Tonight Show	; 11)	M-F 1030a Extra	: - - :	M-F 10a News	m	M-F 1p Days Of Our Lives	Sales Product Details
			1.0		01		02		02		01		01		02		02		02	Rev Type
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Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 822 Issue 2



WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

		22		21		20		19		18		17		ð		15		14		13		12			Ref	Assoc	Est/P	Sched	Client:
		M-F 10a News	M	M-F 1p Days Of Our Lives		M-F 9a Today Show II	:	M-F 730p Entertainment Tonight	:	M-F 7a Today Show	; ; ;	M-F 7p News	 	M-F 630p ET / 530p CT NBC Nightly News	- T	M-F 6a News		M-F 6p News	,F.	M-F 530p News		M-F 530a News	; :	M-F 5p News	Sales Product Details	Associated Copies: No		Schedule Dates: 10/29/12 to 11/11/12	:: American Crossroads/ Issue
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 2





WFLA-TV P.O. Box 1410 Tampa, FL 33601

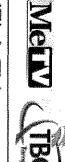
Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:	3 .	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
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Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 822 Issue 2





WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

		45		44		43		42	T	41		40		39		38	***************************************	37		36		35		34	Ref	ASSOC	Est/P	Sched	Client:
		Sun 6p News		Sun 10a Meet The Press	S.	Sat 9a News	S.	Sat 7a Today Show	S.	Sat 1130p ET / 1030p CT Saturday Night Live	M	M-F 9a Today Show II	M	Mon 8-10p ET / 7-9p CT Voice	V	M-F 730p Entertainment Tonight	M	M-F 7a Today Show		M-F 7p News	Δ	M-F 6a News	<u> </u>	M-F 6p News	Sales Product Details	Associated Copies: No		Schedule Dates: 10/29/12 to 11/11/12	: American Crossroads/ Issue
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 2



WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

Client:	American Crossroads/ Issue	le	Submission Cost:	H .	215225	225	Campa	Campaign Ref:	E:063945920	45920) >
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47	Sun 8a Today Show	01		1100	30	Nbr of Spots				a	1100
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48	Sun 815p ET / 715p CT NBC Sunday Night Football	01		28000	30	Nbr of Spots				>	28000
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49	Sun 9a News	01		600	30	Nbr of Spots		3		1	600
	S				Comme						
50	M-F 1p Days Of Our Lives	02		600	30	Nbr of Spots					600
					Comme		_				
51	M-F 10a News	02		275	30	Nbr of Spots					275
					Comme			**********			
52	M-F 1030a Extra	02		250	30	Nbr of Spots		1		-	250
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53	M-Su 11p News	01		2500	30	Nbr of Spots		1		_	2500
- Landers					Comme						
54	M-F 12p Today Show III	01		400	30	Nbr of Spots				u	400
	T				Comme						
55	M-F 2p Rachael Ray	02		450	30	Nbr of Spots		1		1	450
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56	M-F 3p Doctors	02		750	8	Nbr of Spots					750
					Comme						

Weekly Totals: | Total Spots(Ord Spots) | Open PR

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-6500

Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 822







WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

			68		67		66		65		64		63		62		61		60	:	59		58		57	Ref	Assoc	ocnec	Client: Buyer:
		1/1/2	M-F 10a News		M-F 1p Days Of Our Lives		M-F 9a Today Show II		M-F 730p Entertainment Tonight		M-F 7a Today Show	T	M-F 7p News	T	M-F 6p News		M-F 530p News	: T:	M-F 530a News		M-F 5p News		M-F 5a News	2	M-F 4p Dr Oz	Sales Product Details	Associated Copies: No	Schedule Dates: 10/29/12 to 11/11/12	
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	10000		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	-	Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots	interplace and the second	rollical	2	215225 7 /1274
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Alexandria VA 22314 Suite 555 66 Canal Center Plaza

American Crossroads/ Issue Submission Number 822 Issue 2







WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

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M-F 7p News

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Weekly Totals: Total Spots(Ord Spots)

2200

Nbr of Spots

88

24

112

-6500

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Open PR

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 2



WFLA-TV P.O. Box 1410 Tampa, FL 33601

Client:	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
Buyer:	3.	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est/PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	:: No			₹	Transactional

		92		91		90		88		88		87		86		85		84		83		82		81	Ref
		M-F 5a News	W	M-F 4p Dr Oz		M-F 3p Doctors	W	M-F 2p Rachael Ray	W	M-F 12p Today Show III	W	M-F 1135p ET / 1035p CT Tonight Show	W	M-F 1030a Extra	W	M-F 10a News	W	M-F 1p Days Of Our Lives	.T	M-F 9a Today Show II	T	M-F 730p Entertainment Tonight		M-F 7a Today Show	Sales Product Details
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 2



WFLA-TV P.O. Box 1410 Tampa, FL 33601

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11 /27 /1274	Client/Product/Estimate:		9.	Buyer:
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	American Crossroads/ Issue	Submission Cost:	215225	Campaign Ref:	E:063945920
	* *	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
ites:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
ber:	06394592	Contract type:	Political	Business Type:	POLITICAL
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 822 Issue 2







WFLA-TV P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

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Pre-emption Summary

E:06394592	0000000000		6,500.00	Open Pre Emption	10/29/12	:30 Commercial	Sun 10a Meet The Press	4
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Net Total:	Commission:	Gross Total:	Spots:
182,941.25	32,283.75	215,225.00	112

REP HEADLINE# 6394592
*** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP OCT24/12 11.34 *** WFLA-TV ***

AGK ORDER * AGY. ADV. NAME ISS/AMER. CROSSROADS NAME CROSSROADS ALEXANDRIA, CONTRACT # CANAL CENTER PLAZA, MEDIA 6394592 VA 22314 SUITE 5 5 5 BUYER NAME SALES PRSN WA-REP.# MICHELLE MEGHAN MCGARR SANTUOSO REGIONAL SALESMAN (H) #

がなりの日 AMERICAN CROSSROADS EST#1274 COMMENTS: (HINE, ORDER, INVOICE) CLASS: NATL, LOCAL

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE OCT24/1 N 11.34

NEW ORDER
TTL \$208,725 @105X
PLEASE CONFIRM THANKS! BRIAN FOR MEGHAN

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FLIGHT DATES OCT30/12

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REPORT FROM REP OCT24/12 11.34

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ם בו 516-9680 OCT24/12 11.34 *** WFLA-TV ***

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CON COM1: DAYS-OUR LIVES

REF: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

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S REPORT FROM REP OCT24/12 11.34

*** WFLA-TV ***

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HARRIS REPORT FROM REP OCT24/12 11.34

*** WFLA-TV ***

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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!

OCT24/12 11.34 *** WFLA-TV ***

GRAM : COM1:	TIME PERIOD : 00P-1100P AMERICA'S GOT AMERICA'S GOT	LGTH :	. 4	: START : DATE	: END : DATE	SPTS: WEEK WK: INVT	SUN
50 8	00A-900A	30	\$1,100.00	11/4	11/4	₽	N O S
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51 8	15P-11304	30	28000.00	11/4	11/4	 2	SUN
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52 9	900A-1000A	30	\$600.00	11/4	11/4	ji	NUS
PROGRAM :	NWSCH8 SUN-AM						
53	00P-200P	30	\$600.00	11/1	11/1	1-2	THU
PROGRAM : CON COM1:	DAYS-OUR LIVES						
54	000A-1030A	30	\$275.00	11/1	11/1	ļ.	THU
PROGRAM :	DAYTIME						
55 10	030A-1100A	30	\$250.00	11/1	11/1	₽	THU
PROGRAM : CON COM1:	DAYTIME DAYTIME						
56 1:	100P-1135F	ω 0	\$2,500.00	11/1	11/1	'n	THU
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, i	V00N-100F	ا 0	\$400.00	7 7 7 1	1 1 / 1	1	3

PROGRAM :

TODAY SHW3-NBC

ORDER WORKSHEET	CREDIT ADVISORY: AG	REF: TEL# 703-516-9399
HARRIS	AGENCY CREDIT	66
S REPORT FROM REP	RISK !!!	FAX# 703
REP C		703-516-9680

OCT24/12 11.34 *** WFLA-TV ***

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PROGRAM :	RACHAEL RAY							
55 V	300P-400P	30	\$750.00	11/1	11/1	⊢ `	THU	₽
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60	400P-500P	30	\$1,130.00	11/1	11/1	land.	DHI	Jean à
PROGRAM :	DR. OZ<							
61	500A-530A	30	\$300.00	11/1	11/1		THU	ב
PROGRAM :	NC8 TODAY@5AM<							
Ø (4	500P-530P	30	\$1,700.00	11/1	11/1	<u>1</u>	THU	₩
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63	530A-600A	30	\$550.00	11/1	11/1	μ	THU	ı
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CON COM1:

TODAY SHW

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REP: TEL# 703-516-9399 FAX# 703-516-9680 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

OCT24/12 11.34 *** WFLA-TV ***

NOV/12							: LINE#:REP
208725.00	PROGRAM :	105	PROGRAM :	104	PROGRAM :	103	REF :CD:
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MARKET TOTALS \$938,160 WFLA 22% WETS 20% WISP 32% WTVT 16% WTOG 2% CABL 0%

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SHARES ACCURATE

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue









PO. Box 1410 Tampa, FL 33501

PHONE (813) 228-8888

Original

Associated Copies: No	Est./PO Number: 06			+
0	06394592	10/29/12 to 11/11/12		American Crossroads/ Issue
	Contract type:	Weeks:	Client/Product/Estimate:	Submission Cost:
	Political	2	11 /27 /1274	195725
Business Category: Transactions	Business Type:	Order Ref:	Sales Rep:	Campaign Ref:
/: Transactional	POLITICAL	06394592	HRP Washington, DC	E:063945920

	Demographic:	Product:
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	M-F 4p Dr Oz		M-F 3p Doctors	-	M-F 2p Rachael Ray	:	M-F 12p Today Show III		M-F 1135p ET / 1035p CT Tonight Show	;; ; ;	M-F 1030a Extra		Fri 10p ET / 9p CT Dateline NBC Friday	; ;	M-F 10a News	T	M-F 1p Days Of Our Lives	Sales Product Details
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







P.O. Box 1410 Tampa, FL 33601

Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	3.	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
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	T]	M-F 730p Entertainment Tonight		M-F 7a Today Show	;; ;	M-F 7p News		M-F 630p ET / 530p CT NBC Nightly News	: :	M-F 6a News	11	M-F 6p News	<u>.</u>	M-F 530p News	-	M-F 530a News	;; ;	M-F 5p News	T1	M-F 5a News	; ;	Sales Product Details
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







PO. Box 1410
Tampa, FL 33601

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Buyer:	4.	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number: 06394592	06394592	Contract type:	Political	Business Type:	POLITICAL
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







P.O. Box 1410
Tampa, FL 33601

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	POLITICAL	Business Type:	Political	Contract type:	06394592	Est./PO Number:
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ň, DC	HRP Washington, DC	Sales Rep:	1 /27 /1274 S	 Client/Product/Estimate		Buyer:
	E:063945920	Campaign Ref:	195725 C	Submission Cost:	American Crossroads/ Issue	Client:

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	Sat 1130p ET / 1030p CT Saturday Night Live	M	M	Mon 8-10p ET / 7-9p CT Voice	M	M-F 730p Entertainment Tonight	M	M-F 7a Today Show	M	M-F 7p News	M.	M-F 6a News	M	M-F 6p News	M	M-F 530p News	M	M-F 530a News	M	M-F 5p News	***************************************	Sales Product Details	And the second s
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66 Canal Center Plaza Suite 555 Alexandria VA 22314

Buyer: 10/29
Schedule Dates: 10/29
Est./PO Number: 06394
Associated Copies: No

10/29/12 to 11/11/12 06394592

Client:

American Crossroads/ Issue

Submission Cost: Client/Product/Estimate:

11 /27 /1274

Campaign Ref: Sales Rep: Order Ref: Business Type:

Business Category: Transactional

195725

Political

Contract type: Weeks:

American Crossroads/ Issue Submission Number 817

Issue 1







ミデルフ P.O. Box 1410 Tampa, FL 33601

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600	-1		-	Nbr of Spots	30	900	01	Sun 9a News	49
					Comme			S	
28000	1			Nbr of Spots	30	28000	01	Sun 815p ET / 715p CT NBC Sunday Night Football	48
					Comme			S	
1100	1		1	Nbr of Spots	30	1100	01	Sun 8a Today Show	47
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0008				Nbr of Spots	30	8000	01	Sun 630p ET / 530p CT NBC Nightly News	46
					Comme			S	
1600	-1		1	Nbr of Spots	30	1600	01	Sun 6p News	45
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6500	1			Nbr of Spots	30	6500	01	Sun 10a Meet The Press	44
					Comme			S.	
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1000	-1		-1	Nbr of Spots	30	1000	07	Sat 7a Today Show	42
				***************************************	Comme			S.	
Cost	Total	11/05	10/29		Spot Type	Rate	Rev Type	Sales Product Details	Ref

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

Original

	Client: Buyer: Schedule Dates: Est/PO Number:	American Crossroads/ Issue 10/29/12 to 11/11/12 06394592	Submission Cost: Client/Product/Estimate: Weeks: Contract type:	195725 11 /27 /1274 2 Political	Campaign Ref: Sales Rep: Order Ref: Business Type:	E:063945920 HRP Washington, DC 06394592 POLITICAL
06394592 Contract type: Political s: No		10/29/12 to 11/11/12	Weeks:	. 2	Order Ref:	
Associated Copies: No Business Category: Transaction	st./PO Number:	06394592	Contract type:	Political	Business Type:	
- THE	Associated Copies:	No			Business Categor	
				<u> </u>		

		62		61		60		59		58		57	_	56		55		54		53		52	Ref	
		M-F 6p News	T	M-F 530p News	T	M-F 530a News		M-F 5p News	T	M-F 5a News	:	M-F 4p Dr Oz	T	M-F 3p Doctors		M-F 2p Rachael Ray		M-F 12p Today Show III	T	M-Su 11p News	:	M-F 1030a Extra	Sales Product Details	
		01		01		01		01	A. Washington	01		01		02		02		. 01		01		02	Rev Type	
Week								***************************************											•					
Weekly Totals: Total Spots(Ord Spots)		2600		1700		550		1700		300		1130		750		450		400		2500		250	Rate	
(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type	
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spats		Nbr of Spots		Nbr of Spots		Nbr of Spats		Nbr of Spots		Nbr of Spots		Nbr of Spots		
82		1				1		1		-1				1		1		1				11	10/29	
20																							11/05	
102		1						1		Ť						7		1		.		1	Total	
		2600		1700		550		1700		300		1130		750		450		400		2500		250	Cost	

Suite 555 66 Canal Center Plaza Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







P.O. Box 1410 Tampa, FL 33601

PHONE (813) 228-8888

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Cider Net.	-	***************************************		
Order Dof.	ى	Wooks:	10/29/32 fo 17/11/2	ocheque pales:
		•	1000101-111110	10 - I - I - I - I - I - I - I - I - I -
Sales Rep: HRP Washington, DC	11 /2/ /12/4	Client/Product/Estimate:	4.	puyer.
);; ;; ;; ;; ;; ;; ;; ;; ;; ;; ;; ;; ;;		0
Campaign Ref: E:063945920	195725	Submission Cost:	American Crossroads/ Issue	Cileit.

		73		72		71		70		69		68		67		66		65		64		63	Ref	
		M-F 3p Doctors	· · · · · · · · · · · · · · · · · · ·	M-F 2p Rachael Ray		M-F 12p Today Show III	- TARKET CONTRACTOR CO	M-Su 11p News		M-F 1030a Extra		M-F 10a News	T	M-F 1p Days Of Our Lives		M-F 9a Today Show II	T	M-F 730p Entertainment Tonight		M-F 7a Today Show		M-F 7p News	Sales Product Details	With description of the control of t
		02		02		2		01		02		02		02		01		01		01		01	Rev Type	
Wee																								
Weekly Totals: Total Spots(Ord Spots)		750		450		400		2500		250		275		600		1050		2200		2000		2200	Rate	
(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type)
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82		1		.,		1		1		1		-1		11		-				1			10/29	_
20																							11/05	
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		750		450		400		2500		250		275		600		1050		2200		2000		2200	Cost	

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







P.O. Box 1410 Tampa, FL 33601

Cleff.	Allelical Clossidads/ Issue	Submission Cost:	195/25	Campaign Ret:	E:063945920
Buyer:	3.	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number: 06394592	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	No			Business Category: Transactiona	Transactional
		Attended to the second			
		-	•		

		84		83		82		<u>3</u>		80		79		78		77		76		75		74	Ref
	W	M-F 1p Days Of Our Lives	.T	M-F 9a Today Show II		M-F 730p Entertainment Tonight	Т	M-F 7a Today Show	.Т	M-F 7p News	.T	M-F 6p News	.Т	M-F 530p News	Т	M-F 530a News		M-F 5p News	.म ::-	M-F 5a News	.T	M-F 4p Dr Oz	Sales Product Details
		02		01		01		10		01		01		0.7		01		01		01		01	Rev Туре
Week																			•				
Weekly Totals: Total Spots(Ord Spots)		600		1050		2200		2000		2200		2600		1700		550		1700		300		1130	Rate
(Ord Spots)	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Comme	30	Spot Type
		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spots		Nbr of Spats	
82		1		11		1		-13						1		1				1		1	10/29
20																							11/05
102		1		>		1		u.ì		-1				-1				->		13		1	Total
		600		1050		2200		2000		2200		2600		1700		550		1700		300		1130	Cost

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







PO. Box 1410
Tampa, FL 33601

					(
Client:	American Crossroads/ Issue	Submission Cost:	195725	Campaign Ref:	E:063945920
Buyer:	3.	Client/Product/Estimate:	11 /27 /1274	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/29/12 to 11/11/12	Weeks:	2	Order Ref:	06394592
Est./PO Number:	06394592	Contract type:	Political	Business Type:	POLITICAL
Associated Copies: No	No			Business Category: Transactions	y: Transactional
		Address of the second s		***************************************	
			C TO		

	102	20	82		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	W.			
					••••					
1700,	-		→	Nbr of Spots	30	1700		01	M-F 530p News	95
					Comme				W	
550	>		1	Nbr of Spots	30	550		01	M-F 530a News	94
					Comme				W	
1700	-		1	Nbr of Spots	30	1700		01	M-F 5p News	93
					Comme				VV	
300	1			Nbr of Spots	30	300		01	M-F 5a News	92
					Comme				. W	
1130	1		1	Nbr of Spots	30	1130		01	M-F 4p Dr Oz	91
					Comme				W	
750			-	Nbr of Spots	30	750		02	M-F 3p Doctors	8
					Comme				W	
450			1	Nbr of Spots	30	450		02	M-F 2p Rachael Ray	89
					Comme				W	
400	1		-1	Nbr of Spots	30	400		Ω	M-F 12p Today Show III	88
					Comme				W	
1300			_	Nbr of Spots	30	1300		01	M-F 1135p ET / 1035p CT Tonight Show	87
					Comme				.W	
250	ń		1	Nar of Spots	30	250		02	M-F 1030a Extra	86
					Comme				W	
275	1		1	Nbr of Spots	30	275		02	M-F 10a News	85
Cost	Total	11/05	10/29		Type	Rate		Rev Type	Sales Product Details	Ref
					0				***************************************	
	actional	pusitiess category. Hallsactional	alpo ceamer							

66 Canal Center Plaza Suite 555 Alexandria VA 22314

American Crossroads/ Issue Submission Number 817 Issue 1







P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

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	102	20	82		Ord Spots)	Weekly Totals: Total Spots(Ord Spots)	Weeki				
					Comme				Andrew Arthur Ar	W	
1050	13		1	Nbr of Spots	30	1050		01	ay Show If	M-F 9a Today Show If	102
					Comme					W	
2200	1		-1	Nbr of Spots	30	2200		2	M-F 730p Entertainment Tonight	M-F 730p Er	101
					Comme					W.	
2000			1	Nbr of Spots	30	2000		01	ay Show	M-F 7a Today Show	100
					Comme					W	
2200	1		-1	Nbr of Spots	30	2200		01	S	M-F 7p News	99
					Comme					W	
7000				Nbr of Spots	30	7000	:	01	M-F 630p ET / 530p CT NBC Nightly News	M-F 630p E1 News	. 98
					Comme					W	
1500	1		1	Nbr of Spots	30	1500		01	Ø.	M-F 6a News	97
					Comme					W	
2600	1		1	Nbr of Spots	30	2600		01	Ø	M-F 6p News	96
					Comme					W	
Cost	Total	11/05	10/29		Туре	Rate		Rev Type	uct Details	Sales Product Details	Ret
					Spot					1	;
	actional	jory: Transa	Business Category: Transactional	Bu	**************************************	TANANT TA	***************************************		No	Associated Copies: No	Associ
	.ICAL		Business Type:	Bu	Political		Contract type:		06394592	Est./PO Number:	Est./PC
	592	06394592	Order Ref:	Or	2		Weeks:		10/29/12 to 11/11/12	Schedule Dates:	Schedu
DC	HRP Washington, DC	HRP V	Sales Rep:	Sa	11 /27 /1274	mate:	Client/Product/Estimate:		3 ·		Buyer:
	E:063945920	E:0639	Campaign Ref:	Ca	195725		Submission Cost:		American Crossroads/ Issue		Client:
(***************************************	***************************************					?

102 195725

Spots Cost

Totals

Grand Totals

10/29

Month 11 Weeks: 4

11/05

Station Copy

03:23:46 10/27/2012

Page 10 of 11

Station	2
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Net Total:	Commission:	Gross Total:	Spots:
166,366.25	29,358.75	195,725.00	102

Grand Totals:



WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 228-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

ORDER TYPE

WFLA I SS

Political

11/25/12 E:063945920 WFLA

PAGE BROADCAST MONTH

Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

REP__: WFLA (Washington Dc) HRP Washington, DC SLSP:

INVOICE NUMBER 0100033807

1 10/29/2012 - 11/2

American Crossroads/ Issue ADV_: PROD: American Crossroads

SCHEDULE DATES

10/29/12-11/11/12

nee#.	4.4 /07	/4074							10/29/12-11/1	
_	11 /27			_						d Broadcast Month
Desc:	Campaign Opti	on Numbe	er 1	, Bool	king	31		The was well that the control of the	TERMS: NET 30 DAYS.	
	SCHEDULE	1			1		ACTUAL	BROADCAST		RECONCILIATION
IO.	ESCRIPTION PRIC	CE RT/SS	# PER	DATE	DAY	TIME	LENGTH M/G	FOR PRODUCT DESCRIPT	ION PRICE	RECONCILIATION REMARKS DEBIT/CREDIT
M-F	1p Days Of Ou	r Lives				*WFLA		:30	Commercial	
	600.0	0 1	1	11/02	FR	12:58P	30	USPRTV28ACH	600.00	
M-F	10a News					*WFLA			Commercial	
	275.0	0 2	1	1/02	FR	10:15A	30	USPRTV28ACH	275.00	
Fri	10p ET / 9p C	T Dateli	ne	NB		*WFLA			Commercial	
	40000 O		- 4	5 4 /AA		3 A 3 M TO	30			MAKEGOOD 10000.00
	1030a Extra 250.0		MG	FOR:	10	03 11/02	2		.0000.00	10000:00
M-F	1030a Extra					*WFLA		:30	Commercial	
	250.0	0 4	1	1/02	FR	10:58A	30	USPRTV28ACH		
M-F	1135p ET / 10	35p CT T	oni	gh		*WFLA			Commercial	
	1300.0					12:12A	30	USPRTV24ACH		
M-F	12p Today Sho] - "		*WFLA			Commercial	
	400.0	0 6	1	1/02	FR	12:27P	30	USPRTV28ACH	400.00	
M-F	2p Rachael Ra			' -		*WFLA			Commercial	
	450.0	Õ 7	1	11/02	FR	02:47P	30	USPRTV24ACH		
M-F	3p Doctors			· .		*WFLA			Commercial	
	750.0	0 8	1	11/02	FR	03:58P	30	USPRTV28ACH		
M-F	4p Dr Oz					*WFLA			Commercial	
	1130.0	0 9	1	11/02	FR	04:57P	30	USPRTV28ACH		
M~F	5a News					*WFLA	_		Commercial	
	300.0	0 10	1	11/02	FR	05:20A	30	USPRTV28ACH		
M-F	5p News			,		*WFLA			Commercial	
	1700.0	0 11	1	11/02	FR	05:25P	30	USPRTV28ACH	1700.00	
M-F	530a News					*WFLA			Commercial	
	550.0	0 12	1	11/02	FR	05:42A	30	USPRTV28ACH	550.00	
M-F	530p News			,		*WFLA			Commercial	
	1700.0	0 13	1	11/02	FR	05:57P	30	USPRTV28ACH	1700.00	
M-F	6p News				-	*WFLA			Commercial	
	•			5				.00		f

PERIOD COST 216,725.00

113 Total Units 215,225.00 ACTUAL GROSS BULLING AGENCY COMMISSION 32,283.75 182,941.25

SUB-TOTALS TOTAL RECONCILING

Debits 10,000.00 Credits 11,500.00-1,500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION.

PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.

NET DUE

Continued ***

P.O. Box 1410 Tampa, FL 33601



ADVERTISER

PRODUCT

American Crossroads/ Issue

American Crossroads

INVOICE NUMBER 0100033807 BROADCAST MONTH

10/29/2012 - 11/25

AMOUNT DUE 182,941.25

REMIT TO:

WFLA-TV REMITTANCE PROCESSING CENTER P.O. BOX 26425 RICHMOND VA 23260-6425

000021453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

*00157



Suite 555

REF#: 11

Crossroads Media

66 Canal Center Plaza

/27

/1274

ALEXANDRIA VA 22314

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE WFLA I SS

11/25/12 E:063945920 Political WFLA

ORDER TYPE

INVOICE NUMBER

PAGE BROADCAST MONTH

REP_: SLSP:

ADV_:

PROD:

WFLA (Washington Dc) HRP Washington, DC American Crossroads/ Issue

American Crossroads

0100033807 SCHEDULE DATES 2 10/29/2012 - 11/2

10/29/12-11/11/12

Standard Broadcast Month

Desc:	Campaign Option	. Numbe	er 1	, Boo	kin	g1			TERMS: NET 30 DAYS.	broadcast Wonth
	SCHEDULE		1116	Name of		₹	ACTUAL BROAD	CAST	五十五百万 数据的现在数据的 数	RECONCILIATION
30	SCRIPTION PRICE	RT/SS	# PEF	DATE	DA				TION PRICE	REMARKS DEBIT/CREDIT
. :		13.3.3.3.3.3.		1 X .	1	3 MARCH 2013		A to a particular of the		
									1	
	2600.00	14	1	1/02	FR	06:15P	30	USPRTV24ACH	2600.00	
V ~}	6a News	45	,			*WFLA			Commercial	
M C	1500.00 630p ET / 530p	15	1	11/02	FR	06:40A	30	USPRTV28ACH		
A - -	7000.00					*WFLA			Commercial	
84 – F	7000.00 7p News	16	1	1/02	FK	06:52P	30	USPRTV28ACH		
\$ * \$	2200.00	17	1	1/02	EB	*WFLA 07:10P	30		Commercial	
M-F	7a Today Show		•	1/02	i" K	*WFLA	30	USPRTV28ACH	2200.00	
•••	2000.00	18	1	1/02	FP	08:57A	30	USPRTV28ACH	Commercial	
M-F	730p Entertainm				, ,,	*WFLA	20		2000.00 Commercial	
	2200.00	19			FR	07:38P	30	USPRTV28ACH	2200.00	
M-F	9a Today Show I			1, 4-	. , .	*WFLA			Commercial	
	1050.00	20	1	1/02	FR	09:57A	30	USPRTV24ACH	1050.00	
M~F	1p Days Of Our	Lives				*WFLA			Commercial	
	600.00	21	1	1/05	MO	01:58P	30	USPRTV28ACH	600.00	
M-F	10a News			1		*WFLA			Commercial	
	275.00	22	1	1/05	MO	10:10A	30	USPRTV24ACH	275.00	
M-F	1030a Extra					*WFLA		:30	Commercial	
	250.00	23	1	1/05	MO	10:58A	30	USPRTV28ACH	250.00	
M-St	ı 11p News					*WFLA			Commercial	
**	2500.00	24			MO	11:21P	30	USPRTV28ACH	2500.00	
V }-	1135p ET / 1035			т.		*WFLA			Commercial	
M C	1300.00	25	1	1/05	MU	11:47P	30	USPRTV28ACH	1300.00	
1A5 _ L	12p Today Show 400.00		4	14/05	MO	*WFLA	00		Commercial	
M-F	2p Rachael Ray	26	1	1705	MU	12:51P	30	USPRTV28ACH	400.00	
171 1	450.00	27	1	1/05	мо	*WFLA 02:58P	30		Commercial	
M-F	3p Doctors	æ. r	1	1703	MO	*WFLA	30	USPRTV28ACH	450.00	*
	750.00	28	1	1/05	MO	03:46P	30	USPRTV24ACH	Commercial	
M-F	4p Dr Oz			., 00	,-,0	*WFLA	30		750.00 Commercial	
	1130,00	29	1	1/05	MO	04:36P	30	USPRTV28ACH	1130.00	
M-F	5a News			.,		*WFLA			Commercial	
	300.00	30	1	1/05	MO	05:11A	30	USPRTV24ACH	300.00	
M-F	5p News			,		*WFLA			Commercial	
	1700.00	31	1	1/05	MO	05:12P	30	USPRTV28ACH	1700.00	
M∼F	530a News					*WFLA		: 30	Commercial	
	550.00	32	1	1/05	MO	O5:53A	30	USPRTV28ACH	550.00	
M-F	530p News					*WFLA		: 30	Commercial	
34 17	1700.00	33	1	1/05	МО	05:52P	30	USPRTV28ACH	1700.00	
M-F	6p News	0.4				*WFLA			Commercial	
M E	2600.00 6a News	34	1	1/05	MO	06:10P	30	USPRTV28ACH	2600.00	
IAI 1		25	4	1/05	***	*WFLA	00		Commercial	
M-F	1500.00 7p News	35	1!	1/05	Min	06:21A *WFLA	30	USPRTV28ACH	1500.00	
1-1	2200.00	36	1	11/05	MΩ	07:15P	30		Commercial	
M-F	7a Today Show		,	1,703	1110	*WFLA	30	USPRTV24ACH	2200.00 Commercial	
,	2000.00	37	1	1/05	MO	07:23A	30	USPRTV28ACH	2000.00	
			-			Continue			2000.00	
							**			

PERIOD COST

216,725.00

113 Total Units

ACTUAL GROSS BILLING AGENCY COMMISSION

215,225.00 32,283.75 NET DUE 182,941.25 SUB-TOTALS

Debits Credits 10,000.00 11,500.00-

TOTAL RECONCILING

1,500.00CR



REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

11/25/12 E:063945920

Crossroads Media
66 Canal Center Plaza REP: WFLA (Washingto

ORDER TYPE

Political WFLA

Suite 555 ALEXANDRIA VA 22314

/27

/1274

REP_: WFLA (Washington Dc) SLSP: HRP Washington, DC

0100033807

3 10/29/2012 - 11/2

PAGE BROADCAST MONTH

ADV: American Crossroads/ Issue PROD: American Crossroads

SCHEDULE DATES

10/29/12-11/11/12 Standard Broadcast Month

Desc: Campaign Option Number 1. Book ing 1 TERMS: NET 30 DAYS. ACTUAL BROADCAST SCHEDULE RECONCILIATION DESCRIPTION PRICE RT/SS# PER DATE DAY TIME LENGTH M/G FOR PRODUCT DESCRIPTION PRICE REMARKS DEBIT/CREDIT M-F 730p Entertainment Tonight *WFI A :30 Commercial 2200.00 38 1 1/05 MO 07:46P USPRTV28ACH 30 2200.00 Mon 8-10p ET / 7-9p CT Voice *WFLA :30 Commercia1 15000.00 39 1 1/05 MO 09:19P 30 USPRTV28ACH 15000,00 9a Today Show II *WFLA :30 Commercial 1/05 MD 09:56A USPRTV28ACH 1050.00 40 1 30 1050.00 1130p ET / 1030p CT Saturd *WFLA : 30 Commercial 2650.00 41 11/03 SA 12:53A 1 30 USPRTV28ACH 2650.00 Sat 7a Today Show *WFLA :30 Commercial 1000.00 1/03 SA 08:19A 30 USPRTV28ACH 1000.00 Sat 9a News *WFLA :30 Commercial USPRTV28ACH 600.00 43 1/03 SA 09:41A 30 600.00 10a Meet The Press *WFLA :30 Commercial 6500.00 1/04 SU 30 .00 Preempted 6500.00-*WFLA Sun 6p News :30 Commercia1 USPRTV28ACH 1600.00 45 1 11/04 SU 06:15P 30 1600.00 Sun 630p ET / 530p CT NBC Nigh *WFLA :30 Commercial 8000.00 46 1/04 SU 06:45P 30 USPRTV28ACH 8000.00 Sun 8a Today Show *WFLA :30 Commercial 47 USPRTV28ACH 1100.00 1 1/04 SU 08:25A 30 1100.00 Sun 815p ET / 715p CT NBC Sund *WFLA :30 Commercial 28000.00 48 1/04 SU 11:27P USPRTV28ACH 1 30 28000.00 Sun 9a News *WFLA :30 Commercial 600.00 49 USPRTV24ACH 1/04 SU 09:47A 30 600.00 tp Days Of Our Lives *WF! A :30 Commercial USPRTV28ACH 600.00 50 1/01 TH 01:59P 30 600.00 10a News *WFLA :30 Commercia1 275.00 51 1/01 TH 10:26A 30 USPRTV28ACH 275.00 M-F 1030a Extra *WFLA :30 Commercial 250.00 52 1/01 TH 10:49A USPRTV28ACH 30 250.00 M-Su 11b News * W = 1 A :30 Commercial 2500.00 53 11:29P 1/01 TH 30 USPRTV24ACH 2500.00 12p Today Show III *WFLA :30 Commercial 400.00 54 1 1/01 TH 12:29P 30 USPRTV24ACH 400.00 2p Rachael Ray *WFLA :30 Commercial 450.00 55 1/01 TH 02:54P USPRTV28ACH 30 450.00 M-F 3p Doctors *WFLA :30 Commercial 56 750.00 1/01 TH 03:24P 30 USPRTV28ACH 750.00 M-F 4p Dr Oz *WFI A :30 Commercia1 1130.00 57 1/01 TH 04:36P 30 USPRTV28ACH 1130.00 M-F 5a News *WFLA :30 Commercial 300.00 58 1/01 TH 05:29A 30 USPRTV28ACH 300.00 M-F 5p News *WFLA :30 Commercia! 1700.00 59 1/01 TH 05:21P 30 USPRTV24ACH 1700.00 M-F 530a News *WFLA :30 Commercial 550.00 60 1/01 TH 05:52A 30 USPRTV24ACH 550.00 M-F 530p News *WFLA :30 Commercia1 *** Continued ***

PERIOD COST

216,725.00

113 Total Units

NET DUE

ACTUAL GROSS BILLING 215,225.00
AGENCY COMMISSION 32,283,75

32,283.75 182,941.25 SUB-TOTALS
TOTAL RECONCILING

Debits 10 Credits 1

10,000.00 11,500.00-1.500.00CR

WE WARRANT THAT THE ACTUAL BROADCAST INFORMATION SHOWN ON THIS INVOICE WAS TAKEN FROM THE PROGRAM LOG AND WILL BE AVAILABLE, UPON REQUEST, FOR INSPECTION BY THE ADVERTISER OR AGENCY FOR AT LEAST 12 MONTHS. NOTWITHSTANDING TO WHOM INVOICES ARE RENDERED, ADVERTISER, AGENCY AND SERVICE ARE AND SHALL BE JOINTLY AND SEVERALLY OBLIGATED TO PAY ANY INVOICES INCLUDED IN THIS STATEMENT WITHIN 30 DAYS OF THE INVOICE DATE AND UNTIL PAYMENT IN FULL IS RECEIVED BY THIS MEDIA GENERAL STATION. PAYMENT BY ADVERTISER TO AGENCY OR TO SERVICE, OR PAYMENT BY AGENCY TO SERVICE, SHALL NOT CONSTITUTE PAYMENT TO THIS MEDIA GENERAL STATION.



REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

11/25/12 E:063945920

Political

ORDER TYPE

WFLA

Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

/27

/1274

WFLA (Washington Dc) REP__: HRP Washington, DC SLSP:

ADV :

PROD:

American Crossroads/ Issue American Crossroads

0100033807 SCHEDULE DATES

4 10/29/2012 - 11/2

PAGE BROADCAST MONTH

10/29/12-11/11/12

Standard Broadcast Month

Desc:	Campaign Option	n Numbe	er 1	, Boo	kin	g1			TERMS: NE	T 30 DAYS.	a broadcast Morrer
				200			UAL BROAD	DCAST			RECONSILIATION
DE	SCRIPTION PRICE	RT/SS	# PEI	DATE	DA	Y TIME LEN	GTH M/G F	OR PRODUCT DESCRIPT	ION	PRICE	REMARKS DEBIT/CREDIT
	a si We i si k)	A)	(E)	٠.	1 N	100				State
	1700 00				****						
	1700.00	61	1	11/01	TH	05:52P	30	USPRTV28ACH	_	1700.00	
W-F	6p News	~~		/	P4 1 1	*WFLA			Commercia1		
M_E	2600.00	62	1	1701	1 11	06:15P	30	USPRTV28ACH		2600.00	
IAI — L	7p News 2200.00	60		11/04	7::	*WFLA	-00		Commercial		
M - E	7a Today Show	63	1	1701	IH	07:08P	30	USPRTV28ACH		2200.00	
tat . t	2000.00	64		11/01	ŦIJ	*WFLA	20		Commercial		
M - E	730p Entertainm				3 17	07:26A	30	USPRTV28ACH	0	2000.00	
IAI L.	2200.00				TU	*WFLA 07:44P	20		Commercial		
M-F	9a Today Show 1			1701	ŧΠ	*WFLA	30	USPRTV28ACH	0	2200.00	
1-1 (1050.00	66	1	11/01	TLI	09:51A	30		Commercial		
M-F	1p Days Of Our			1,1,0,1	1 6 3	*WFLA	30	USPRTV28ACH	Commonadal	1050.00	Į
1,1	600.00	67	1	10/30	TH	01:43P	30	USPRTV24ACH	Commercial		
M-F	10a News	07		10,00	, 0	*WFLA	30		Commercial	600.00	
144 1	275.00	68	1	10/30	TII	10: 12A	30	USPRTV28ACH	Commercial		i
M-F	1030a Extra			10,00		*WFLA	30		Commercial	275.00	
	250.00	69	1	10/30	TI	10:55A	30	USPRTV28ACH	Commercial	250.00	
M-St	1 11p News			70,00	, 0	*WFLA	50		Commercial		
00	2500.00	70	1	0/30	711	11:28P	30	USPRTV28ACH		2500.00	
M-F	12p Today Show	-	•	, ,	,	*WFLA	00		Commercial	2300.00	
.,,	400.00	71	1	0/30	TIJ	12:59P	30	USPRTV28ACH	Commer C (A)	400.00	
M-F	2p Rachael Ray			,	. •	*WFLA	•		Commercial	400.00	
	450.00	72	1	10/30	TU	02:53P	30	USPRTV28ACH	Commer C121	450.00	
M-F	3p Doctors		•	1 , - 0		*WFLA			Commercial	450.00	
	750.00	73	1	10/30	TU	03:40P	30	USPRTV28ACH	Comme, Cra;	750.00	
M-F	4p Dr Oz					*WFLA			Commercial	,00.00	
	1130.00	74	1	0/30	TU	04:12P	30	USPRTV28ACH		1130.00	
M-F	5a News			'		*WFLA	- •		Commercial	. 100.00	
	300.00	75	1	10/30	TU	05:11A	30	USPRTV28ACH		300.00	
M-F	5p News					*WFLA			Commercial	300.00	
	1700.00	76	1	10/30	TU	Q5:28P	30	USPRTV28ACH		1700.00	
M-F	530a News					*WFLA			Commercial		
	550.00	77	1	0/30	ΤU	05:42A	30	USPRTV28ACH		550.00	
M-F	530p News					*WFLA			Commercia1		
	1700.00	78	1	10/30	TU	05:54P	30	USPRTV24ACH		1700.00	
M-F	6p News					*WFLA		: 30	Commercial		
	2600.00	79	1	10/30	TU	06:10P	30	USPRTV28ACH		2600.00	
M-F	7p News			1		*WFLA		:30	Commercia1		
	2200.00	80	1	10/30	TU	07:12P	30	USPRTV28ACH		2200.00	
M-F	7a Today Show					*WFLA		:30	Commercial		
	2000.00	81			TU	08:48A	30	USPRTV24ACH		2000.00	
M-F	730p Entertainm					*WFLA		: 30	Commercial		
	2200.00		1	10/30	TU	07:40P	30	USPRTV28ACH		2200.00	
M-F	9a Today Show I	Ţ				*WFLA		: 30	Commercial		
	1050.00	83	1	10/30	TU	O9:52A	30	USPRTV28ACH		1050.00	
M-F	ip Days Of Our			l		*WFLA			Commercial		
	600.00	84	1			12:58P	30	USPRTV28ACH		600.00	
				1	***	Continued	***				

PERIOD COST

216,725.00

113 Total Units

ACTUAL GROSS BILLING 215,225.00

AGENCY COMMISSION NET DUE

32,283.75 182,941.25 SUB-TOTALS TOTAL RECONCILING

Debits Credits

10,000.00 11,500.00-1,500.00CR

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REF#: 11

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012 INVOICE DATE

INVOICE NUMBER

WFLA I SS

11/25/12 E:063945920

ORDER TYPE

Political

WFLA

21453 Crossroads Media 66 Canal Center Plaza Suite 555 ALEXANDRIA VA 22314

/27

/1274

Desc: Campaign Option Number 1 Rockings

WFLA (Washington Dc) REP_: SLSP:

ADV_;

PROD:

HRP Washington, DC American Crossroads/ Issue American Crossroads

0100033807 SCHEDULE DATES 5 10/29/2012 - 11/2

PAGE BROADCAST MONTH

10/29/12-11/11/12

Standard Broadcast Month

Desc:	Campaign	Option	n Numbe	er 1	, Boo	k i n	g 1			TERMS: NE	T 30 DAYS.		
	SCHEDULE		17.7	* *2	1		T11 1 3 1	ACTUAL BROAD	CAST	TO BANK SEE		RECONCILIATION	
DE	SCRIPTION	PRICE	RT/SS	# PER	DATE	DAY	TIME		OR PRODUCT DESCRIPT	the state of the s	PRICE	₱ a b b b b b b b b b b b b b b b b b b	DEBIT/CREDIT
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M-F	10a News						*\FLA		:30	Commercial			
	2	275.00	85	1	0/31	WE	10:17A	30	USPRTV24ACH		275.00		
M−F	1030a Ext	tra					*WFLA		:30	Commercial			
		250.00	86			WE	10:59A	30	USPRTV28ACH		250.00		
M-F	1135p ET	/ 1035	5p CT T	on i	gh .		*WFLA		:30	Commercia1			
	13	300.00	87	1	10/31	WΕ	11:46P	30	USPRTV28ACH		1300.00		
M-F	12p Today	y Show	III				*WFLA		: 30	Commercial			
	4	400.00	88	1	0/31	WΕ	12:29P	30	USPRTV28ACH		400.00		
M-F	2p Rachae	el Ray					*WFLA		: 30	Commercial		1	
	4	450.00	89	1	0/31	WΕ	02:34P	30	USPRTV28ACH		450.00		
M-F	3p Doctor	^S					*WFLA		:30	Commercial			
	7	750.00	90	1	0/31	WΕ	O3:55P	30	USPRTV24ACH		750.00		
M-F	4p Dr Oz						*WFLA		:30	Commercial		ļ	
	11	130.00	91	1	10/31	₩E	04:12P	30	USPRTV28ACH		1130.00		
M-F	5a News						*WFLA		:30	Commercia1			
		300.00	92	1	0/31	WE	O5:28A	30	USPRTV24ACH		300.00		
M-F	5p News						*WFLA		:30	Commercial			
		700.00	93	1	0/31	ΜE	O5:22P	30	USPRTV28ACH		1700.00		
M-F	530a News						*WFLA		:30	Commercia1			
		550.00	94	1	0/31	WΕ	O5:57A	30	USPRTV28ACH		550.00		
M F	530p News						*WFLA		:30	Commercial			
		700.00	95	1	0/31	WE	05:38P	30	USPRTV28ACH		1700.00		
M; F	6p News						*WFLA			Commercial			
		00.00	96	1	0/31	WE	06:23P	30	USPRTV28ACH		2600.00		
[M] — [-	6a News	-00 00					*WFLA			Commercial			
		500.00	97	1	0/31	WE	06:57A	30	USPRTV28ACH		1500.00	1	
141 – 1-	630p ET /						*WFLA			Commercial			
3#_E		00.00	98	1	10/31	WE	06:45P	30	USPRTV24ACH		7000.00		
lAtt∟	7p News	00 00	00	4	0/04		*WFLA	00		Commercial			
M 5	7a Today	200.00	99	1	0/31	WE	07:24P	30	USPRTV28ACH		2200.00		
191 2	-	00.00	100	4	0/24	wc	*WFLA 07:59A	20		Commercial			
M-E	730p Ente					MIC	*WFLA	30	USPRTV28ACH		2000.00		
3-1 t		200.00				ME	07:47P	30		Commercial	0000		
M-F	9a Today			1	0/01	IS L	*WFLA	30	USPRTV28ACH	Commercial	2200.00		
•••	•	50.00		4	0/31	WF	09:56A	30	USPRTV28ACH		1050 00		
Fri	10p ET /					** _	*WFLA	30		Commercial	1050.00		
		00.00			1/02	FR	a	30	.50	Commercia	00	Preempt	00
				•	., 0_			00			.00	Program	.00-
												Change	
Sat	7p Star W	latch					*WFLA		:30	Commercial		Change	
	. 25	00.00	104	2	1/03	SA		30		001111101010101	.00	Preempt Sp	2500.00-
											.00	orts Over	2000.00
			•									run	
					1/03	SA		30			.00	Preempt Sp	2500.00-
												orts Over	2000.00
												run	
					×	**	Continu	ied ***					

PERIOD COST

216,725.00

113 Total Units ACTUAL GROSS BILLING

NET DUE

AGENCY COMMISSION

215,225.00 32,283.75 182,941.25 SUB-TOTALS TOTAL RECONCILING

Debits Credits 10,000.00 11,500.00-1,500,00CR



Suite 555

Crossroads Media

66 Canal Center Plaza

Mon 8-10p ET / 7-9p CT Voice

10500.00

ALEXANDRIA VA 22314

WFLA-TV

A MEDIA GENERAL STATION

200 S. Parker Street Tampa, FL 33606 Tele (813) 288-8888 Fax (813) 221-5787

INVOICE / AFFIDAVIT

2012

INVOICE NUMBER

Commercial

10500.00

2000.00

WFLA I SS

INVOICE DATE ORDER TYPE

:30

:30

USPRTV28ACH

USPRTV28ACH

11/25/12 E:063945920

Political

WFLA

WFLA (Washington Dc) REP : SLSP:

HRP Washington, DC

6 10/29/2012 - 11/2

American Crossroads/ Issue ADV_: American Crossroads PROD:

0100033807 SCHEDULE DATES

10/29/12-11/11/12

PAGE BROADCAST MONTH

REF#: 11 /27 /1274 Standard Broadcast Month Booking1 Desc: Campaign Option Number 1 TERMS: NET 30 DAYS. SCHEDULE ACTUAL BROADCAST RECONCILIATION DESCRIPTION RT/SS# PER DATE TIME LENGTH M/G FOR PRODUCT DESCRIPTION DAY REMARKS PRICE DEBIT/CREDIT M-F 6a News *WFLA :30 Commercial 1500.00 105 2 1/05 MO 06:53A 30 USPRTV28ACH 1500.00 1/05 MO 06:57A 30 USPRTV24ACH 1500.00 Sat 7a Today Show *WFL A :30 Commercia1 1000.00 106 1/03 SA 08:28A USPRTV28ACH 30 1000.00

30

Sat Notre Dame Football *WFL A :30 Commercial 1750.00 108 3 1/03 SA 03:33P 30 USPRTV28ACH 1750.00 1/03 SA 04:20P 30 USPRTV24ACH 1750.00 1/03 SA 06:17P USPRTV28ACH 30 1750.00 M-F 1135p ET / 1035p CT Tonigh *WFI A

*WFLA

1/05 MO 09:41P

Commercial 109 1250.00 1 1/05 MO 11:57P 30 USPRTV28ACH 1250.00 M-F 5a News *WFLA :30 Commercial 400.00 110 1 1/06 TU 05:23A 30 USPRTV28ACH 400,00 M-F 530a News

*WFLA :30 Commercial 600.00 111 1/06 TU 05:59A 30 USPRTV28ACH 600.00 M-F 7a Today Show *WFI A :30 Commercial 2000.00 112 1/06 TU 07:23A 30 USPRTV24ACH 2000.00

1/06 TU 08:36A 30 Total Airtime Gross Spot Revenue:

107

1

215,225,00

113 Total Units

215,225.00

SUB-TOTALS

Debits

Credits

10,000.00 11,500.00-1,500.00CR

NET DUE

AGENCY COMMISSION